WHAT IS CLAIMED IS:

- 1. An evaporative cooling system comprising:
- a housing comprising a base sheet and a side wall and
- a having at least one opening fitted with an evaporative medium pad and an
- 4 exhaust vent;

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- a pump configured to disperse water across the evaporative
- 6 medium pad;
- a pan configured to receive the water, wherein the pump is
- 8 configured to cooperate with the pan to recirculate the water;
- an exhaust fan configured to draw air into the housing
- through the evaporative medium pad and out the exhaust vent;
- wherein the side wall of the housing is at least partially
- clinched to the base sheet of the housing to form a joint having a
- 13 corrosion resistant coating.
- 1 2. The evaporative cooling system of Claim 1 wherein the side
- 2 wall is at least partially pressed into the base sheet.
- 1 3. The evaporative cooling system of Claim 1 wherein the side
- wall is at least partially folded into the base sheet.
- 1 4. The evaporative cooling system of Claim 3 wherein the
- 2 corrosion resistant coating comprises a multi-layer coating.
- 5. The evaporative cooling system of Claim 4 wherein the
- 2 corrosion resistant coating comprises a powder coated finish.

- 6. A kit for assembling an evaporative cooling system 1 comprising: 2 a housing comprising a base sheet and a side wall; 3 an evaporative medium pad configured to couple to the 4 housing; 5 an exhaust vent configured to couple to the housing; 6 a pump configured to disperse water across the evaporative 7 medium pad; 8 a pan configured to receive the water; 9 an exhaust fan configured to draw air into the housing 10 through the evaporative medium pad and out the exhaust vent; 11 wherein substantially all surfaces of the side wall and the 12 base sheet of the housing have a corrosion resistant coating. 13 7. The kit of Claim 6 wherein the side wall is configured to 1 attach to the base sheet with a clinched fastener.
- 1 8. The kit of Claim 7 wherein the clinched fastener comprises a 2 joint.
- 9. The kit of Claim 8 wherein the joint comprises the side wall of the housing at least partially pressed into the base sheet of the housing.
- 1 10. The kit of Claim 8 wherein the joint comprises the side wall of the housing at least partially folded into the base sheet.
- 1 11. The kit of Claim 10 wherein the corrosion resistant coating comprises a multi-layer coating.
- 1 12. The kit of Claim 11 wherein the joint comprises a plurality of diagonally aligned clinched areas.

- 13. A method of making an evaporative cooler having a housing 1 comprising a base sheet and a side sheet, the method comprising: 2 bending an edge of the base sheet to form a base flange; 3 applying a corrosion resistant coating to the base sheet and 4 the side sheet; 5 clinching a portion of the side sheet and a portion of the 6 base flange thereby forming a joint comprising the side sheet at least 7 partially pressed into the base flange.
- 14. The method of Claim 13 wherein clinching further comprises 1 pressing the side sheet at least partially into the base flange. 2
- 15. The method of Claim 13 wherein clinching further comprises 1 folding the side sheet at least partially into the base flange. 2
 - 16. The method of Claim 15 wherein applying the corrosion resistant coating comprises applying the coating to substantially all surfaces of the base sheet and the side sheet before clinching the side sheet and the base flange.
 - 17. The method of Claim 16 wherein applying the corrosion resistant coating comprises applying a multi-layer coating.
- 18. The method of Claim 17 wherein applying the corrosion resistant coating comprises applying a powder coated finish.
 - 19. The method of Claim 19 wherein the step of clinching includes creating a first clinch proximate a sealing edge of the flange and a second clinch positioned further from the sealing edge of the flange than the first clinch.

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- 1 20. The method of Claim 19 wherein the step of clinching 2 includes creating the first clinch in a position that is diagonally offset 3 relative to the second clinch.
- 21. A housing for containing an article of manufacture comprising:
- a base sheet having a flange with a sealing edge configured for coupling to a side wall;
- a joint coupling the flange of the base sheet to the side wall comprising a first clinch and a second clinch each on the sealing edge of the flange;
- wherein the first clinch is positioned closer to the sealing edge than the second clinch.
- The housing of Claim 21 wherein the first clinch is diagonally offset from the second clinch.
- 23. The housing of Claim 21 further comprising a third clinch on the sealing edge of the flange and is diagonally offset from the first clinch and the second clinch.
- 1 24. The housing of Claim 21 wherein the third clinch is 2 positioned further from the sealing edge than each of the first clinch and 3 the second clinch.